



WPTV

ORDER

Print Date 10/26/12

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Flight Dates **10/29/12-11/05/12**

Contract / Revision **315995 /**
Original Date / Revision
 10/25/12 10/26/12
Advertiser **Keever / Republican / State**

Agency **McLaughlin & Associates**
Buying Contact

**919 Prince Street
 Alexandria, VA 22314**

Product
Dina Keever for State Attorney

Agency Com 15%
Billing Contact

**919 Prince Street
 Alexandria, VA 22314**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **638**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	23	\$19,401.25	\$22,825.00	0.00
Totals	23	\$19,401.25	\$22,825.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	23	\$19,401.25	\$22,825.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/29/12	11/04/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	11-----	2		\$1,500.00		0.00						
N 2	WPTV	10/29/12	11/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$575.00	FX	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	11-----	2		\$575.00		0.00						
N 3	WPTV	10/29/12	11/04/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1111---	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00



WPTV

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Contract / Revision **315995** Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/26/12

Order Sep 00:20:00

Advertiser **Keever / Republican / State** Product **Dina Keever for State Attor** Estimate # **638**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/29/12	11/04/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1111---	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1111---					4	\$500.00		0.00			
N 4	WPTV	11/05/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$500.00		0.00			
N 5	WPTV	10/29/12	11/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$425.00	FX	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$425.00		0.00			
N 6	WPTV	10/29/12	11/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$1,600.00		0.00			
N 7	WPTV	10/29/12	11/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	1111---	:30	4	\$1,800.00	FX	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1111---					4	\$1,800.00		0.00			
N 8	WPTV	10/29/12	11/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$1,400.00		0.00			
N 9	WPTV	10/29/12	11/04/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$850.00		0.00			
Totals													23	\$22,825.00	